



Request for Proposals

Economic Development Vitality Plan

The City is soliciting proposals from well-qualified firms to assist in the creation of an Economic Vitality Plan to enhance business growth. Work will include strategies to identify, grow and retain Bothell-owned microenterprises; identify neighborhoods with potential economic generators; strategies that will bring abundant small commercial spaces in residential neighborhoods, as well as strategies to attract and retain our medium and large employers.

Posting Date: November 15, 2023

Questions Due By: December 12, 2023

Proposals Due: January 9, 2024

Background

Bothell is a thriving riverfront community located 11 miles northeast of Seattle on the Sammamish River. The city straddles King County and Snohomish County and is close to two interstate highways and three major state highways. The City Council is committed to preserving open space and the 19 parks, three sports field and walking trails are well-loved and well-used. The 49,550 residents that call Bothell home have a median household income of \$107,651 and their median age is 37.7. Bothell is home to two universities and diverse manufacturing and life-science sectors.

2040 City Council Vision Overview

On March 7, 2023, the Bothell City Council adopted a 2040 Vision and endorsed a set of priorities to move the City towards the Vision. The full Vision and Priorities can be found at: <https://www.bothellwa.gov/2161/2040-Vision-and-Strategic-Priorities>

The vision includes a set of seven focus areas of which one is Economic Vitality which reads:

“Bothell’s economic engines power the City and empower residents and workers to enjoy economic security. Rising entrepreneurs enjoy a smooth path to starting a new business. A variety of walkable and accessible businesses contribute to thriving neighborhood centers. Diverse revenue streams turn the economic success of our community into amenities that

enrich the lives of all who come to Bothell. Our vibrant business community attracts employers who provide living wage jobs for all Bothell workers. Through partnerships and economic initiatives, the Bothell community bands together to address gaps in opportunity and rally around each other in times of difficulty. Students of all ages can access a variety of learning experiences – from our elementary schools to graduate schools – so they can contribute their skills and talents to bless and strengthen the wider community. Our economic spirit flourishes when local businesses flourish too.”

Within the Economic Vitality focus area, the Council endorsed the following priority which is the basis for this RFP:

“Create an economic vitality plan to enhance business growth including:

- A commercial facility inventory to identify needs for new commercial space/buildout
- Strategies to attract and retain Bothell-resident owned businesses
- Identify neighborhoods with potential economic generators
- Strategies that will bring us abundant small commercial spaces in every neighborhood
- Strategies to attract and retain large and medium employers”

Scope of Work

In addition to the elements noted in the Council Priority above, the Economic Vitality Plan must:

- Reflect current conditions and trends of the market and ecosystem in which the city is operating
- Include strategies for equitable economic development that align with the City’s Diversity, Equity, and Inclusion plan and the Council Vision.
- Use a process that draws on both quantitative and qualitative data
- Use a process that prioritizes broad and inclusive stakeholder outreach
- Include an implementation plan that aligns, organizes, prioritizes, and sequences economic vitality efforts in a series of program chapters with short-term and medium-term strategies.

Consultant(s) will work closely and collaboratively with staff to ensure the most efficient use of time and resources. The scope of work will be broken down into categories. It is expected that for each task the consultant will:

- Hold kick-off meetings
- Schedule bi-weekly check-in meetings with staff
- Provide City leadership and Council with briefings and presentations at various times along the timeline to ensure objectives and outcomes are being met.

Component 1: Data Analysis In this phase, the Proposer(s) shall conduct quantitative and qualitative data analysis in order to develop a comprehensive picture of Bothell’s economy, with particular emphasis on focus areas noted above. The results of this analysis will be used to identify unique opportunities and strategies for further development. The Proposer(s) should draw upon the following resources:

- Quantitative data analysis
- Interviews with local stakeholders (i.e., businesses, community organizations, education providers, similar organizations in nearby cities, etc.)
- Conduct city-wide survey of all businesses. To assess Bothell's business climate and capture information about business' satisfaction with doing business in Bothell, consultant will write, distribute, and analyze survey that measures business' attitudes towards taxation, workforce, cost of doing business, diversity and inclusion, child care, and local infrastructure.
- Building on the [Canyon Park Market Study](#), a commercial facility inventory to identify needs for new commercial space/buildout
- City staff will make available local data requested by the Proposer(s), understanding that the Proposer(s) may have better and more convenient sources of data than the City.
- The proposer will produce a full data and analysis report with executive summary of key conclusions which will be a chapter in the economic vitality plan report.

Component 2: Stakeholder Engagement Proposer will write and implement a communication strategy that facilitates conversations, focus groups, meetings, and/or workshops with key stakeholders (as identified by Proposer and staff) to better understand the existing conditions and develop strategies for further development or implementation. The proposer will produce a full data and analysis report of the stakeholder engagement with executive summary of key conclusions which will be a chapter in the economic vitality plan report.

Component 3: Identify neighborhoods with potential economic generators. Based on the data analysis and the stakeholder engagement, available City materials, and the 2044 Comprehensive Plan Update, identify neighborhoods with potential economic generators.

Component 4: Strategy Development In this phase, the Proposer(s) will conduct strategy development work in partnership with City staff, leadership and community stakeholders. Using the work conducted in Component 1 and Component 2 as a starting point, the Proposer(s) will identify strategies and goals in the areas as identified in the scope of work above and any other strategies or areas of influence to inform the economic vitality plan.

Component 5: Report generation. The final report will include an executive summary, strategies, tactics, and a proposed timeline.

QUALIFICATIONS:

The Vendor is required to have the following qualifications:

- Five (5) or more years of demonstrated organizational success in economic development strategic planning, particularly for municipal organizations
- Demonstrated experience with both quantitative and qualitative data analysis
- Demonstrated proficiency and excellence in stakeholder engagement, including interviews, focus groups, and one-on-one conversations

- Ability to manage diverse perspectives, experiences, and stakeholders
- Demonstrated expertise or specialization in the development of a municipal economic plan as defined by the scope.

We welcome proposals from firms, consultants, or organizations operating across the United States and North America. Individual Proposers which may not be capable of meeting all necessary requirements and tasks described in this scope of work are strongly encouraged to coordinate with other firms, consultants, agencies, or organizations to submit a joint proposal.

Estimated Budget: \$150,000. If you are an out-of-state consultant, please provide an additional budget proposal for travel.

Submission Requirements

An electronic proposal in PDF, not to exceed 20 megabytes (no compressed files), must be emailed to jeanie.ashe@bothellwa.gov by the deadline. **Additionally, six hard copies must be submitted. One of copy of the fees must be submitted in a separate sealed envelope labeled “Fees.”** Proposals can be dropped off at the Customer Service Desk in City Hall (please note City Hall is closed to visitors on Monday and Fridays) or shipped to:

City of Bothell – City Manager’s Office
Attn: Jeanie Ashe, Economic Development Manager
18415 101st Ave. NE
Bothell, WA 98011

If shipped, please retain proof of delivery by deadline.

All proposals must be **received** 4:00 PM, Pacific Time, on January 9, 2024.

All submittals must be on 8-1/2”x11” format and shall not exceed 25 pages, including cover letter. As a minimum, the following information shall be submitted:

- Summary of proposed project approach. Outline the proposed project methodology and workplan. List specific tasks and any specific considerations, options, or alternatives.
- Preliminary timeline. Propose a timeline for project completion, including start date, milestones, and final delivery date, in line with City timeline. Please note any assumptions regarding turnaround time or review from City staff.
- Overview of organizational experience: Provide brief descriptions of similar economic development strategic planning projects conducted for other organizations, including techniques utilized and the projects' outcomes.
- Overview of key personnel: Include a proposed project management structure, including key contacts and a description of their abilities, qualifications, and experience. I
Subcontractors: Identify any portion of the Scope of Work which will be subcontracted. Include firm qualifications, key personnel, and contact information.

- A statement of the percentage of time your proposed key resources will have available to devote to the project;
- References from past similar projects that were completed by the proposed team members. Provide contact names and numbers, or if not available, the contact name and number of the current most knowledgeable person associated with the project. Projects performed by key staff members who are no longer with the proposers' firm should not be listed among the references.

Contact and Question Period

For additional information concerning this RFP, any other aspect of the selection process or the project in general, please contact Jeanie Ashe, Economic Development Manager at jeanie.ashe@bothellwa.gov.

All communications must be in writing only and submitted by December 12, 2023. Response will be posted to the City's website by December 15, 2023.

Absolutely no communication shall occur regarding this RFP, including requests for information, or speculation between Consultants, or any of their individual members and City elected officials, staff in the City Manager's office, or employees other than the one named above. Failure to comply with this provision may result in consultant's proposal being removed from consideration. Any cost incurred by the consultant, transmittal, or presentation of any information or material submitted in response to this RFP shall be borne solely by the consultant.

Right To Reject Submittals

The City reserves the right to reject any and all submittals at any time with no penalty, or to waive immaterial defect and minor irregularities in any submittal.

Submittals Disposition

The consultant will be required to use the City of Bothell Professional Services Agreement (Attachment A) and accept all language contained within. Any consultant that has significant reservations concerning using this agreement should not submit on this request.

Consultant Selection Criteria

Consultants will be evaluated on the following items:

- Responsiveness to the requirements of this RFP;
- Understanding the project scope and project;
- Ability to meet project schedule, within budget;
- Proven experience in effective public involvement and incorporating resident and business input;
- Expertise of key personnel;
- Response to reference from past similar projects.

Final Selection Procedure

After a review of the submittals by the City of Bothell, the City may at its discretion schedule interviews with one or more firms. The selected firm will receive a Professional Services Agreement for signature and full execution. Council approval may be required based on the contract amount. A Notice to Proceed will be issued to formally begin work.